

**PATENT APPLICATION****DECLARATION AND POWER OF ATTORNEY****ATTORNEY DOCKET NO. MFCP.109834****MS DOCKET NO. MS#306923.01**

**INVENTORS:** McKee, Timothy P.  
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 Guzak, Chris J.  
 Moore, Jason Fergus  
 Karatal, Kerem B.  
 Sierra, Piero  
 Peterson, Leonard J.

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name;

I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: **SYSTEM AND A METHOD FOR PRESENTING ITEMS TO A USER WITH A CONTEXTUAL PRESENTATION**,  
 the specification of which is attached hereto.

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

**Foreign Application(s) and/or Claim of Foreign Priority**

I hereby claim foreign priority benefits under Title 35, United States Code Section 119 of any foreign application(s) for patent or inventor(s) certificate listed below and have also identified below any foreign application for patent or inventor(s) certificate having a filing date before that of the application on which priority is claimed:

| COUNTRY | APPLICATION NUMBER | DATE FILED | PRIORITY CLAIMED UNDER 35 U.S.C. 119                       |
|---------|--------------------|------------|--|
|         |                    |            | YES: <input type="checkbox"/> NO: <input type="checkbox"/> |
|         |                    |            | YES: <input type="checkbox"/> NO: <input type="checkbox"/> |

**POWER OF ATTORNEY:**

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below and those associated with

Customer No. 05251

to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

|  |                                     |                                    |                                    |
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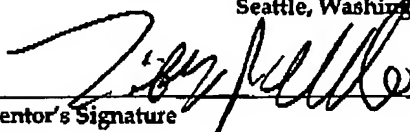
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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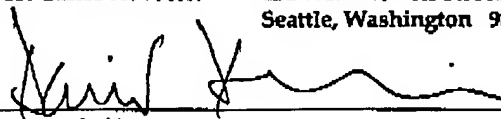
  
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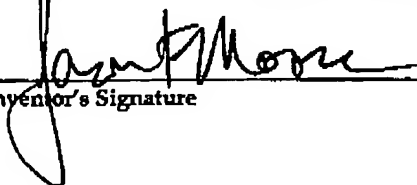
  
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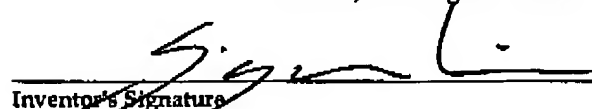
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